

AMENDMENTS TO THE SPECIFICATION

On page 1 of the specification, line 3 immediately following the Title and above the
“BACKGROUND OF THE INVENTION” kindly insert the following new paragraph:

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is related to the following co-pending and commonly assigned
U.S. Patent Applications:

U.S. Patent Application Serial No. 09/754,612, filed January 4, 2001, for
“SYSTEM TO QUANTIFY CONSUMER PREFERENCES”;

U.S. Patent Application Serial No. 10/008,995, filed November 5, 2001, for
“PREFERENCE INFORMATION–BASED METRICS”; and

U.S. Patent Application Serial No. 10/635,387, filed August 6, 2003, for
“SYSTEM TO QUANTIFY CONSUMER PREFERENCES”.
